"Great advertising will make

a poor product fail faster.

It will get more people to try it

and find how bad it is."

———●———

"The truth has always been

the essential ingredient

in journalistic success.

This is true today more so

than ever. For never before

have so many believed so little."

WILLIAM BERNBACH

RACING

Regains Top Position— Again No. 1 Spectator Sport

Attendance: 74,520,398

	1984		*Difference 1984 & 1983*
RACING			
Thoroughbreds	50,284,324	PLUS	114,894
†Harness	24,236,074	minus	1,378,926
Totals	74,520,398	minus	1,264,032
BASEBALL			
Major Leagues, 26 Teams	44,742,863	minus	797,475
Minor Leagues, 17 Circuits	17,580,299	minus	980,391
World Series and Play-Offs	1,218,079	PLUS	164,261
Colleges	9,921,530	minus	2,974,967
Totals	73,462,771	minus	4,588,572
FOOTBALL			
Collegiate, 654 Schools	36,652,179	PLUS	350,302
National Football League, 28 Teams	13,398,112	PLUS	120,890
U.S. Football League, 18 Teams	4,394,382	PLUS	1,713,421
Post-Season Games, Colleges & Pros	2,238,505	PLUS	80,860
Totals	56,683,178	PLUS	2,265,473
BASKETBALL ('83-'84 Season)			
1260 Senior Colleges	31,684,078	PLUS	212,943
N.B.A., 23 Teams, Including Play-Offs	11,110,483	PLUS	866,399
Totals	42,794,561	PLUS	1,079,342
HOCKEY ('83-'84 Season)			
National Hockey League, 21 Teams	12,466,786	PLUS	437,954
†Minors & Colleges	8,747,608	PLUS	490,726
Totals	21,214,394	PLUS	928,680
GREYHOUND RACING	22,283,902	PLUS	193,884
†BOXING	3,860,000	minus	3,284,747
†WRESTLING	12,910,000	PLUS	3,410,000
†AUTOMOBILE RACING	57,606,300	PLUS	2,483,971
†SOCCER	7,544,304	minus	856,044
†TENNIS (Open)	5,087,220	PLUS	887,220

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, United States Football League, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n., N.C.A.A. College Basketball Survey, American Greyhound Track Operators Association, Bert Randolph Sugar (boxing, wrestling), North American Soccer League, American Soccer League, Major Indoor Soccer League, Racing Division of the Goodyear Tire and Rubber Co., Association of Tennis Professionals, U.S. Tennis Association, and World Tennis Magazine.

45 YEARS—THOROUGHBRED RACING'S INCREDIBLE GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430
1984	50,284,324

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1984

	Racing Days	Attendance
California	629	10,398,797
New York	462	5,244,070
Louisiana	592	3,421,990
Illinois	516	3,348,753
Florida	367	3,030,950
New Jersey	284	2,890,311
Pennsylvania	503	2,643,622
Kentucky	334	2,303,300
Maryland	306	2,113,076
Ohio	400	1,798,395
Nebraska	227	1,783,736
Washington	355	1,696,713
Massachusetts	265	1,432,387
Arkansas	62	1,419,650
West Virginia	398	1,272,155
New Mexico	331	1,222,557
Arizona	195	976,082
Michigan	186	843,970
New Hampshire	140	727,670
Oregon	124	447,540
Delaware	58	222,805
Colorado	119	216,661
Montana	67	169,585
Idaho	50	161,320
Oklahoma	46	149,036
South Dakota	11	7,700
Miscellaneous, Hunt Meets, Etc.	36	341,493
Totals	7,063	50,284,324

Racing Attendance Exceeds Baseball In Eight Major Cities

NEW YORK CITY

	1984		Difference 1984 & 1983
RACING:			
Thoroughbreds	4,773,310		
Trotting	2,424,542		
Totals	7,197,852	minus	965,340
BASEBALL:			
New York Mets	1,842,695		
New York Yankees	1,821,815		
Totals	3,664,510	PLUS	293,760

BALTIMORE

RACING:			
Thoroughbreds	2,113,076		
Trotting	1,200,780		
Totals	3,313,856	PLUS	32,125
BASEBALL:			
Baltimore Orioles	2,045,776	PLUS	3,705

PHILADELPHIA

RACING:			
Thoroughbreds	1,745,203		
Trotting	682,517		
Totals	2,427,720	minus	201,062
BASEBALL:			
Philadelphia Phillies	2,062,693	minus	65,646

BOSTON

RACING:			
Thoroughbreds	1,432,387		
Trotting	497,472		
Totals	1,929,859	minus	417,384
BASEBALL:			
Boston Red Sox	1,661,618	minus	120,667

LOS ANGELES

	1984		Difference 1984 & 1983
RACING:			
Thoroughbreds	7,369,167		
Trotting	785,433		
Totals	8,154,600	minus	343,905
BASEBALL:			
Los Angeles Dodgers	3,134,824		
California Angels	2,402,997		
Totals	5,537,821	minus	527,508

CHICAGO

RACING:			
Thoroughbreds	2,499,773		
Trotting	2,661,031		
Totals	5,160,804	minus	590,319
BASEBALL:			
Chicago White Sox	2,136,988		
Chicago Cubs	2,009,980		
Totals	4,146,968	PLUS	534,430

SAN FRANCISCO

RACING:			
Thoroughbreds	3,029,630		
Trotting	232,009		
Totals	3,261,639	PLUS	214,858
BASEBALL:			
Oakland A's	1,353,281		
San Francisco Giants	1,001,545		
Totals	2,354,826	minus	191,645

CLEVELAND

RACING:			
Thoroughbreds	902,434		
Trotting	367,717		
Totals	1,270,151	minus	38,220
BASEBALL:			
Cleveland Indians	734,069	minus	34,672

Daily Racing Form

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 74,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET
DAILY RACING FORM—COVERING MID-WESTERN MARKET
DAILY RACING FORM—COVERING WESTERN MARKET
DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.
10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520
LEO WALDMAN
Advertising Manager

COMPILED MARCH 1985

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination — $2.25 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Mondays	Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.90	71,937	45,941	40,801
MID-WESTERN MARKET				
Daily Racing Form	.70	63,151	*32,871	32,871
WESTERN MARKET				
Daily Racing Form	.70	42,347	†35,939	28,622
CANADIAN MARKET				
Daily Racing Form	.55	8,822	†10,073	5,902
Total		186,257	124,824	108,196

These are net paid ABC circulation figures, three months ending June 30, 1984.

***No racing Mondays. This is Tuesday's circulation.**

†No racing Mondays and Tuesdays. This is Sunday's circulation.

RATES FOR NATIONAL TURF DAILIES

Open	$2.25 per line
5,000 lines	2.15 "
10,000 lines	2.05 "
15,000 lines	2.00 "
20,000 lines	1.92 "
25,000 lines	1.86 "
50,000 lines	1.65 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publiciations, Handicap Products, etc.	$3.45 per line
Race Tracks	$2.65 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS —
Reservations 10 days in advance — subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

Daily Racing Form

NATIONAL TURF DAILIES

Why Are They A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—74,520,398 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1949 to over 74,000,000 in 1984.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $1.75—many times the cost of any other daily publication. The minimum yearly subscription price is $546.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 186,257 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1984 national attendance totaled 74,520,398, pari-mutuel wagering reached an all-time record high, $10,089,094,148, and purse distribution reached an all-time record high, $830,136,260. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1984 ADVERTISERS INCLUDED

Adirondack Trailways
A. I. Scott Transportation
Alonso Studio
American Telephone & Telegraph
American Teletimer Corp.
Amicus Press
Associations Underwriters, Inc.
Brescia Pole Buildings
CCS Publishing, Inc.
Cadillac Kennels
Calif. Thoroughbred Breeders Ass'n.
Canadian Thoroughbred Horse Society
Century 21 Real Estate
Chazal-Blair Insurance Agency
Christie's Art Gallery
Classic Gallery of Sport
Coca-Cola Bottling Co.
Community Transit Lines
Computer Sports World
Continental Trailways
Dish of Salt Restaurant
Dutch Valley Mills
E. P. Dutton, Publishers
EQB, Inc.
Esquire Publications
ESPN
Fasig-Tipton Company
First Jersey Securities
Fortex/Fortiflex
Frank Imperatore, Inc.
Frost & Reed, Ltd.
General Instrument Corp.
Goffs Bloodstock Agency—France
Harris Books
Harry M. Stevens, Inc.
Horsemen's Sales Co.
Hotels
  Albany Hilton
  Americana Inn
  Arlington Place
  Bally's Park Place
  Best Western
  Caesar's Boardwalk Regency
  Chicago Midway Airport Inn
  Condado Holiday Inn
  Gideon Putnam Hotel
  Golden Nugget
  Harrah's Marina
  Holiday Inn, Miami
  Holiday Inn, Saratoga Springs
  Lexington Marriott
  Playboy
  Ramada Inn
  Ramada Renaissance
  Resorts International
  Riviera
  Sands
  Sheraton Country Inn
  Tropicana
  Trump Plaza
  Union Plaza
Illinois Dept. of Agriculture
International Bloodstock Agency
International Racing Bureau
International Thoroughbred Breeders
J & B Scotch
James B. Beam Distilling Co.
Japan Cup
John Ewing Company
John J. McCabe Agency
Keeneland Association
Lee Drug Co.
Louisville Mfg. Co.
Madison Square Garden
Mall Airways
Matchmaker Ltd.
Mather & Co.
Max E. Spann Inc., Realtors
Millwood Publications, Inc.
Murray Electronics
National City Investments
Nationwide Horse Carriers
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Pacesetter Productions
Palermo Restaurant
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Prudential-Bache Securities
Radiation Dynamics, Inc.
Sal Anthony's Restaurant
Shadowbrook Restaurant
Smart Insurance Services
Sotheby Int'l Realty
Sovereign Thoroughbreds, Inc.
Sportschannel
Stafford Publications, Inc.
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Racing Scene Gallery
Thoroughbred Racing Network
Travco Int'l Travel Service
University of Arizona
U.S. Coin Reserve
Viking Press
W. F. Young, Inc., Absorbine
Westcliff Publications

MAJOR TRACKS IN UNITED STATES AND CANADA
ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
Aqueduct
Belmont Park
Saratoga
Finger Lakes
Roosevelt Raceway
Yonkers Raceway

NEW JERSEY:
Atlantic City
Garden State
Monmouth Park
Meadowlands

MARYLAND:
Bowie
Laurel
Pimlico
Timonium

PENNSYLVANIA:
Keystone
Penn National
Liberty Bell

DELAWARE:
Delaware Park

MASSACHUSETTS:
Suffolk Downs
Great Barrington
Northampton
Marshfield

NEW HAMPSHIRE:
Rockingham Park

WEST VIRGINIA:
Charles Town
Waterford Park

MID-WEST

ILLINOIS:
Arlington Park
Hawthorne
Sportsman's Park
Balmoral
Fairmount Park

MICHIGAN:
Detroit

KENTUCKY:
Churchill Downs
Keeneland
Ellis Park
Latonia

NEBRASKA:
Columbus
Ak-Sar-Ben
Fonner Park
Lincoln
Atokad Park

OHIO:
Darby Downs
River Downs
Thistledown

OKLAHOMA:
Blue Ribbon Downs

ARKANSAS:
Oaklawn Park

MINNESOTA:
Canterbury Downs

SOUTH DAKOTA:
Rapid City

SOUTH

FLORIDA:
Hialeah Park
Gulfstream Park
Tampa Bay Downs
Calder Race Course

LOUISIANA:
Fair Grounds
Jefferson Downs
Evangeline Downs
Louisiana Downs
Delta Downs

WEST

CALIFORNIA:
Bay Meadows
Del Mar
Hollywood Park
Santa Anita
Golden Gate
Los Alamitos
Stockton
Pomona
Pleasanton
Sacramento
Santa Rosa
Fresno
Eastern Sierra
Vallejo

OREGON:
Portland Meadows
Salem
Grants Pass Downs

ARIZONA:
Turf Paradise
Prescott Downs

WASHINGTON:
Playfair
Longacres
Yakima Meadows
Sun Downs
Harbor Park

MONTANA:
Billings
Great Falls

COLORADO:
Arapahoe Park

NEW MEXICO:
Albuquerque
La Mesa Park
Ruidoso Downs
San Juan Downs
Sunland Park
Santa Fe Downs

IDAHO:
Les Bois Park

WYOMING:
Wyoming Downs

CANADA

ONTARIO:
Greenwood
Woodbine
Fort Erie

1984 SURVEY ON SPORTS ATTENDANCE